

Fig.1

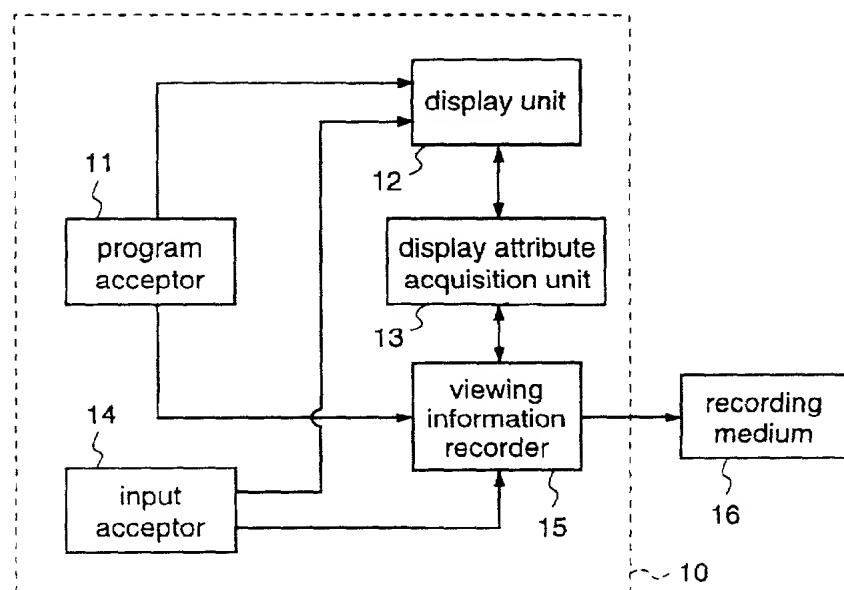


Fig.2

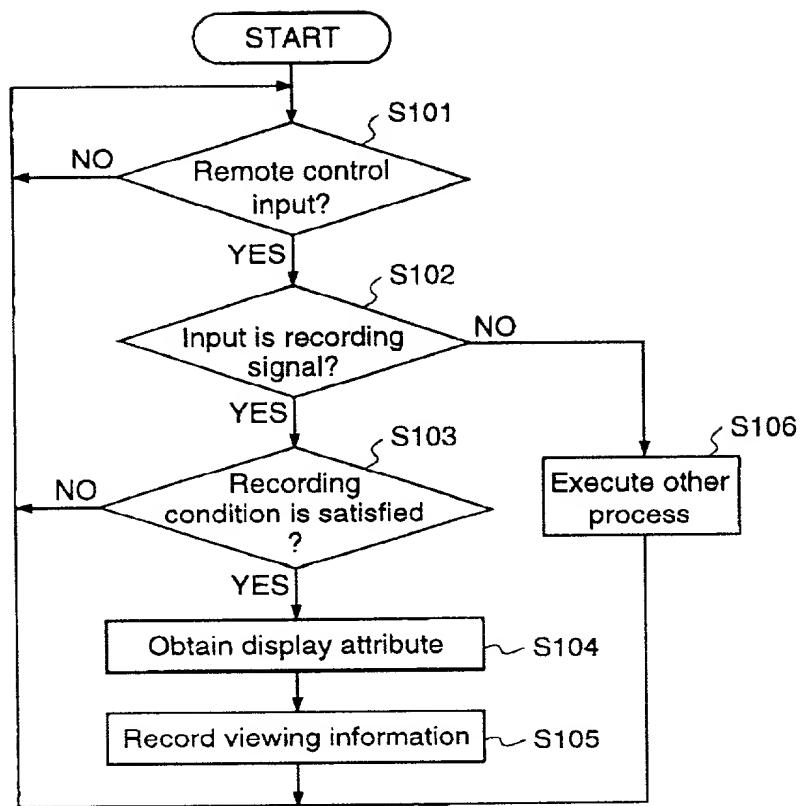


Fig.3

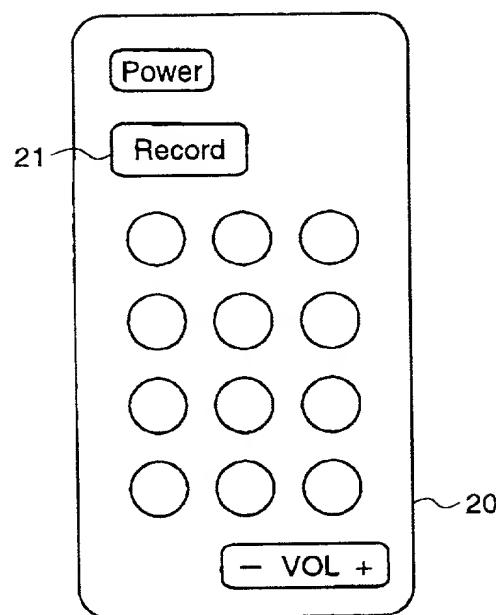


Fig.4

program ID	display attribute
code 001	full-screen
code 101	1/2
code 102	1/2
code 107	1/4
⋮	⋮

Fig.5

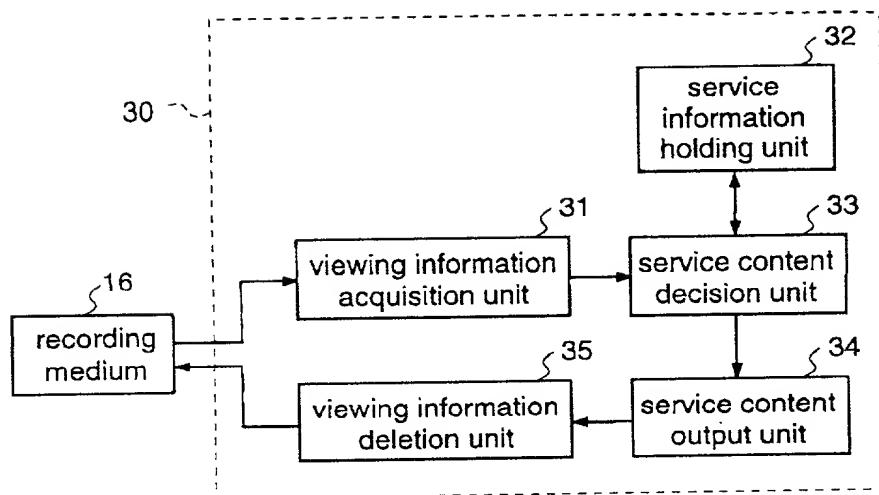


Fig.6

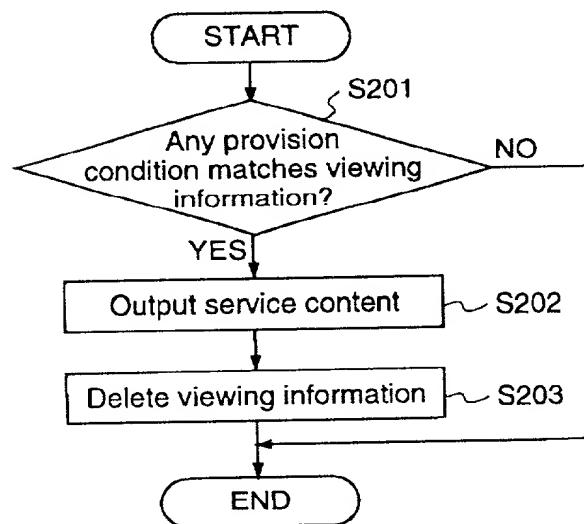


Fig.7

provision condition (program ID)	service contents
code 001 (To watch CM of fast-food company)	hamburger at half price
To include 50 or more codes among codes 101～235 (To watch 50 or more games of baseball team A)	team's original goods
To include 100 or more codes among codes 101～235 (To watch 100 or more games of baseball team A)	autographed ball
...	...

Fig.8

provision condition		service contents
program ID	display attribute	
code 001 (To watch CM of fast-food company)	full-screen	hamburger at half price
	1/2	hamburger at discount of 20 percent
	1/4	hamburger at discount of 10 percent
...

Fig.9

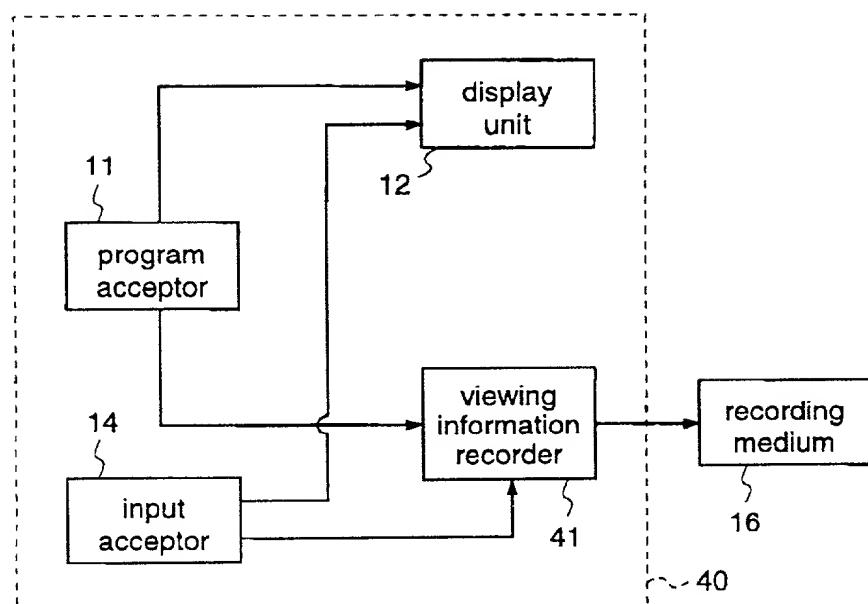


Fig.10

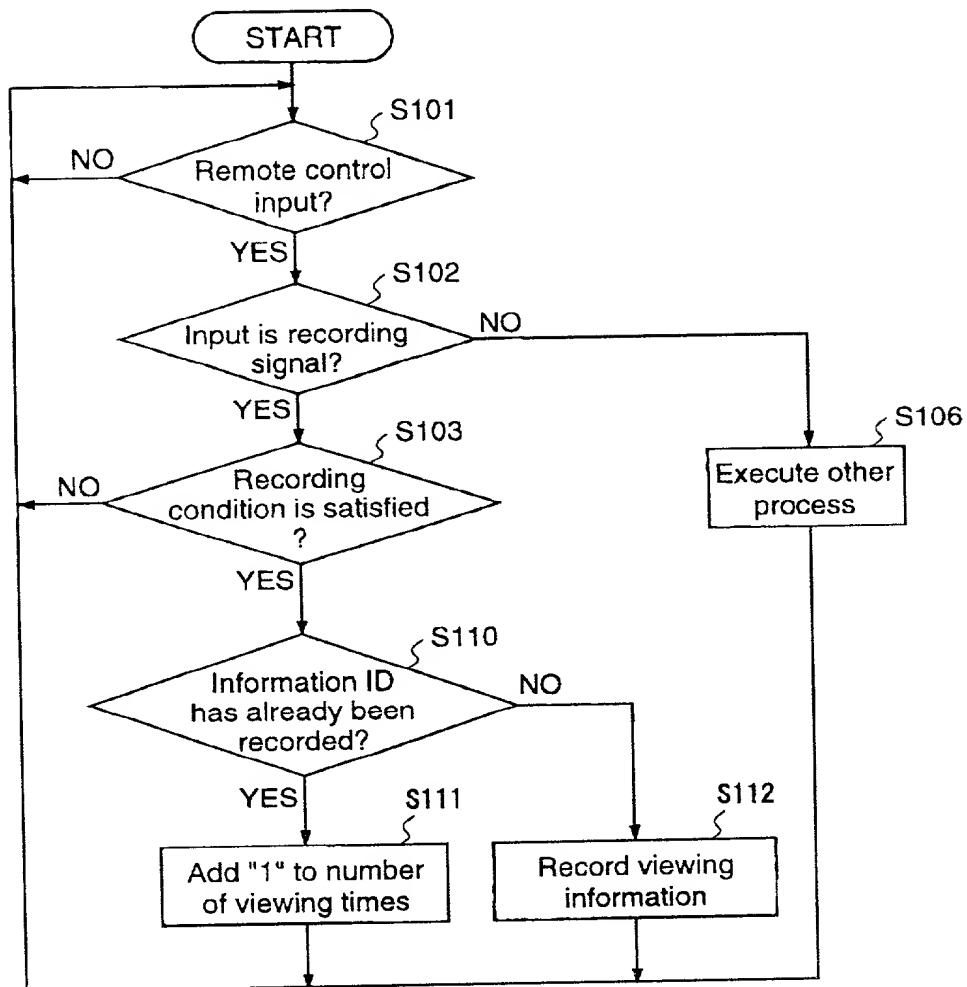


Fig.11

program ID	number of viewing times
code 001	3
code 003	1
⋮	⋮
⋮	⋮

Fig.12

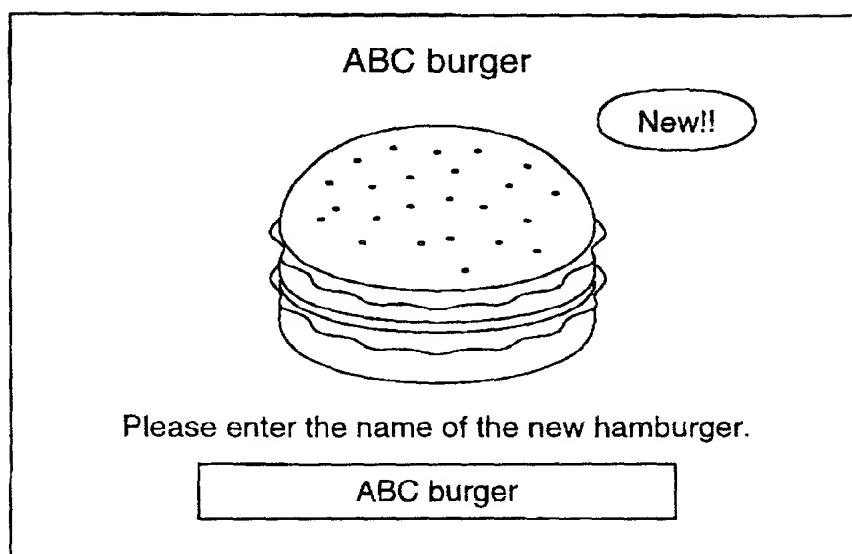


Fig.13

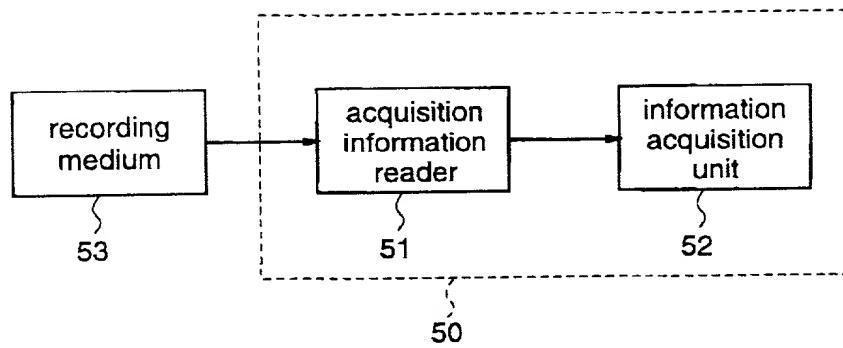


Fig.14

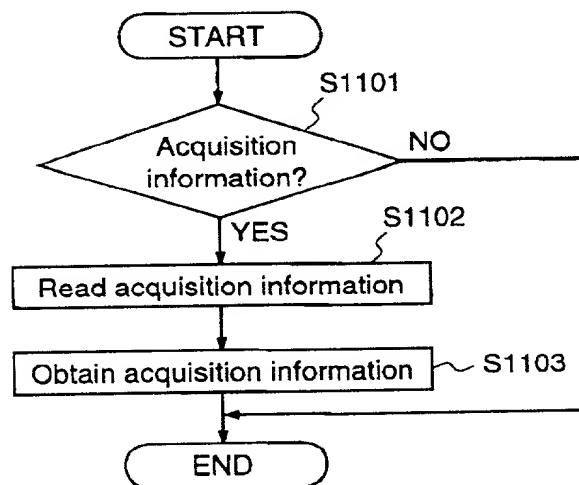


Fig.15

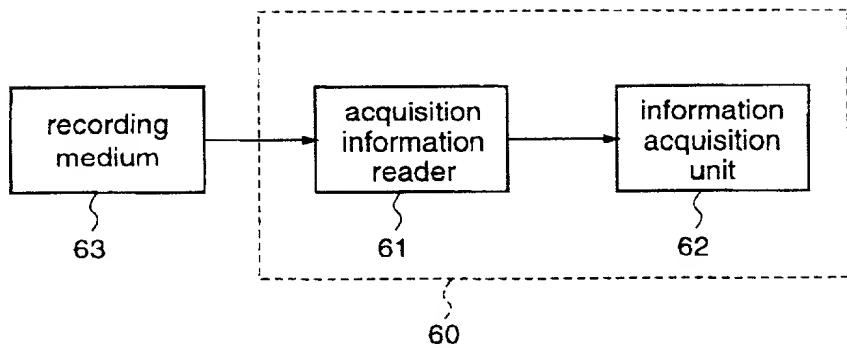


Fig.16

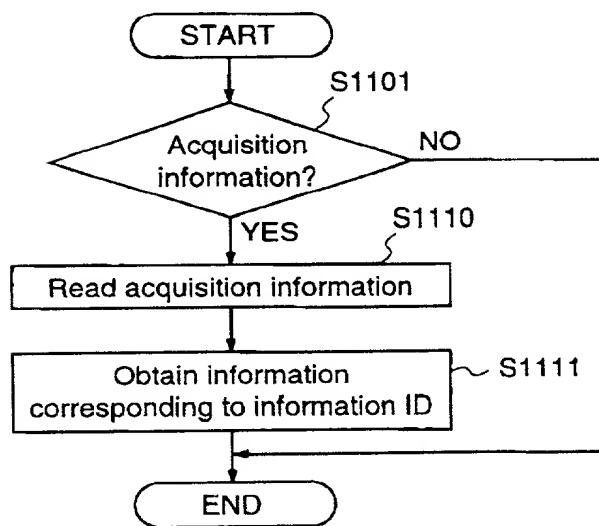


Fig.17

information ID
code 1
code 2

Fig.18 (a)

information ID	information
code 1	music 1
code 2	video 1
code 3	music 2
⋮	⋮

Fig.18 (b)

information ID	information	expiration date
code 1	music 1	31/10/2001
code 2	video 1	10/5/2001
code 3	music 2	31/21/2005
⋮	⋮	⋮

Fig.19

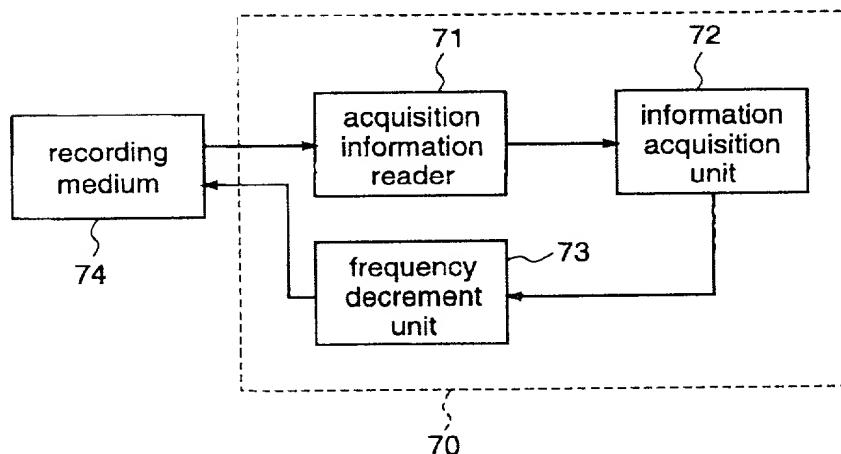


Fig.20

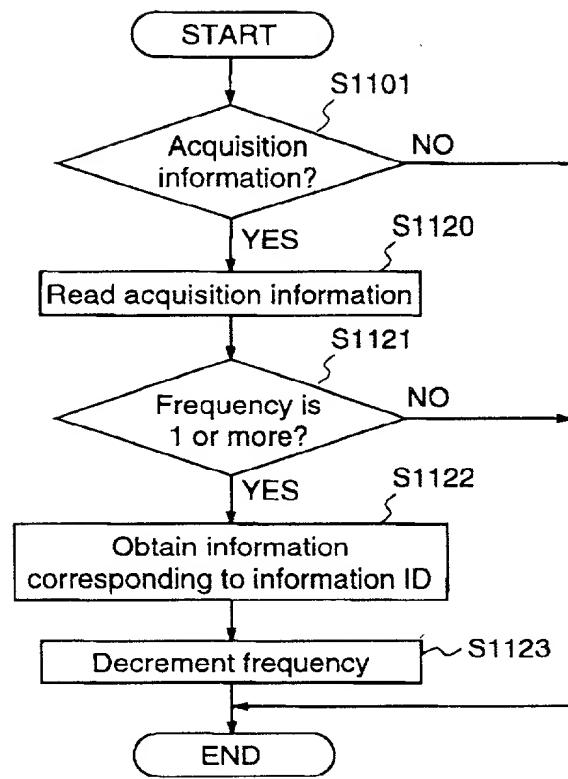


Fig.21

information ID	frequency
code 1	3

Fig.22

information ID	source information
code 1	information server A
code 2	information server B
⋮	⋮

Fig.23

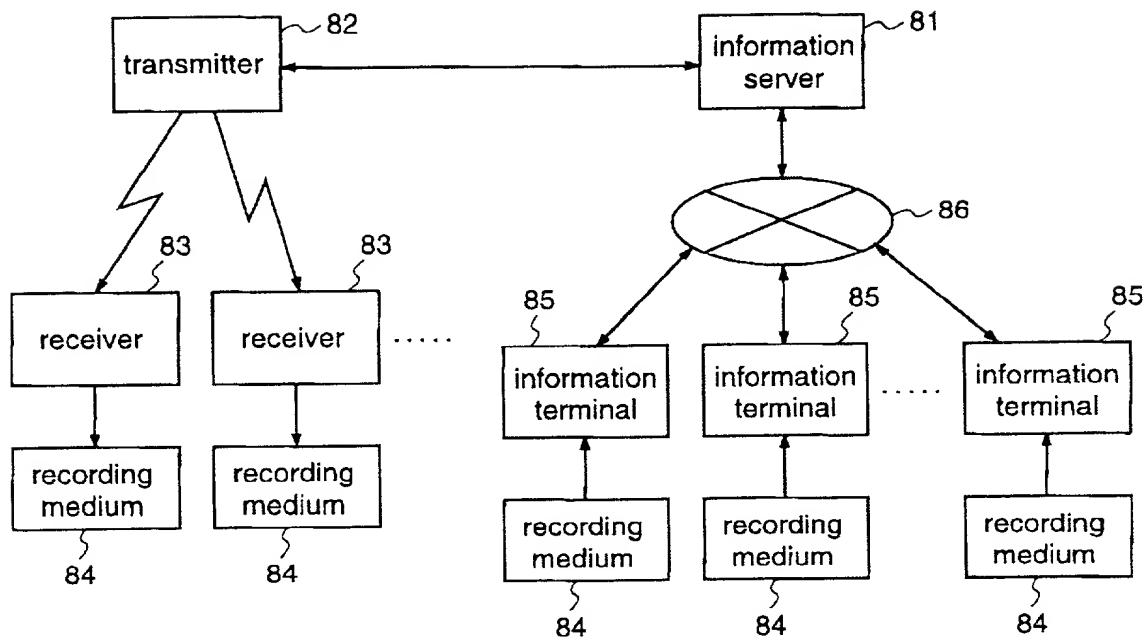


Fig.24

program contents	ID
CM 1	code A
CM 2	code B
drama 1	code C
...	...

Fig.25

ID	information
code A	music 1
code B	video 1
code C	music 2
...	...